

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+		LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN						
#STNS	CVG%	TYPE									18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	FEM. 12- 17	TOT. 2-6	TOT. 6-11				
EVENING																														
A DIFFERENT WORLD																														
THU	8.30P	30	NBC	5	A	27.7	42	2454	1796	371	310	100	856	358	549	492	343	247	517	206	339	320	229	136	163	80	260	153		
	208	97	CS	5	B	27.5	43	2438	1765	380	317	103	868	355	553	481	348	260	473	199	305	279	200	130	172	98	251	156		
					C	27.5	43	2438	1765	380	317	103	868	355	553	481	348	260	473	199	305	279	200	130	172	98	251	156		
A YEAR IN THE LIFE																														
WED	9.00P	60	NBC	5	A	9.0	14	797	1529	272	222	79^	821	256	468	463	375	294	465	155	250	234	204	184	119	79^	124	75^		
	170	95	GD	5	B	12.5	20	1108	1525	333	274	96	841	310	505	460	362	285	401	155	249	239	175	124	142	88	142	88		
	9.00 - 9.30				C	12.5	20	1108	1525	333	274	96	841	310	505	460	362	285	401	155	249	239	175	124	142	88	142	88		
	9.30 - 10.00				A	9.0	14	797	1546	276	223	73^	810	228	450	453	386	299	450	135	227	214	199	196	136	88	150	90		
ABC MOVIE SPEC.(S,R)																														
SAT	8.00P	120	ABC		A	6.3	12	558	1775	307	264	62^	734	267	498	440	353	195	634	328	482	449	255	106^	205	131	202	156		
	154	84	FF																											
THE MIDNIGHT HOUR																														
	8.00 - 8.30				A	5.8	11	514	1774	268	238	59^	767	235	467	439	380	237	680	275	463	450	335	147	151	99^	177	141		
	8.30 - 9.00				A	6.5	12	576	1821	324	280	65^	756	282	527	453	357	195	648	336	502	452	266	101^	217	126	201	152		
	9.00 - 9.30				A	6.5	12	576	1755	299	255	70^	698	279	502	432	332	162	619	354	498	457	223	88^	214	143	223	164		
	9.30 - 10.00				A	6.5	12	576	1724	330	278	52^	708	266	488	428	340	187	584	337	455	429	201	90^	229	149	203	162		
ABC THURSDAY NIGHT MOVIE																														
THU	9.00P	120	ABC	5	A	11.6	18	1028	1505	266	189	50^	670	146	321	332	348	301	647	189	349	371	319	233	79	20^	109	78		
	208	99	FF	5	B	10.5	17	930	1626	276	216	79	701	233	412	379	335	245	612	225	388	355	286	177	136	69	178	121		
					C	10.5	17	930	1626	276	216	79	701	233	412	379	335	245	612	225	388	355	286	177	136	69	178	121		
TIGHTROPE																														
	9.00 - 9.30				A	10.8	16	957	1482	265	189	45^	654	125	294	301	337	316	625	177	346	378	320	217	81	22^	122	103		
	9.30 - 10.00				A	11.3	17	1001	1503	264	190	46^	682	142	324	339	350	307	624	180	335	366	301	225	82	24^	115	88		
	10.00 - 10.30				A	12.3	20	1090	1509	270	189	56^	667	155	328	342	351	289	660	190	351	370	328	244	76	15^	106	70		
	10.30 - 11.00				A	12.0	20	1063	1522	265	189	51^	676	161	336	344	352	294	677	205	364	369	327	244	75	19^	94	54^		
VINTERS-BEANS BAXTER SPCL(S)																														
SAT	9.30P	30	FOX		A	3.0	6	266	1838	400	353	68^	745	309	581	518	372	126^	608	283	525	501	280	77^	194^	77^	292	199^		
	112	85	CS																											
ALF																														
MON	8.00P	30	NBC	6	A	18.5	28	1639	1957	353	293	85	752	356	554	498	306	148	515	241	411	364	238	76	244	115	446	304		
	201	97	CS	6	B	18.8	29	1667	1882	326	278	112	717	346	526	454	278	150	489	240	389	340	208	80	238	118	437	280		
					C	18.8	29	1667	1882	326	278	112	717	346	526	454	278	150	489	240	389	340	208	80	238	118	437	280		
AMEN																														
SAT	9.30P	30	NBC	4	A	15.9	29	1409	1584	283	211	66	879	179	379	373	403	456	477	107	210	219	225	228	96	50	132	95		
	199	96	CS	4	B	17.7	32	1564	1681	317	236	59	875	227	431	414	399	391	480	138	241	241	225	203	136	82	190	141		
					C	17.7	32	1564	1681	317	236	59	875	227	431	414	399	391	480	138	241	241	225	203	136	82	190	141		
BEAUTY & THE BEAST																														
FRI	8.00P	60	CBS	4	A	13.3	23	1178	1607	361	271	60	880	245	456	465	429	340	526	118	250	248	278	239	58	38^	143	110		
	209	99	A	4	B	13.8	25	1223	1659	328	242	85	870	261	464	443	395	339	526	154	288	280	266	200	82	44	181	120		
	8.00 - 8.30				C	13.8	25	1223	1659	328	242	85	870	261	464	443	395	339	526	154	288	280	266	200	82	44	181	120		
	CONT'D				A	12.8	23	1134	1605	349	263	59	881	242	451	460	429	344	531	115	238	239	276	256	52^	35^	141	104		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	OCT. 26 - NOV. 1, 1987			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN										
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	18-34	18-49	25-34	35-44	45-54	TOTAL	18-34	18-49	25-34	35-44	45-54	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11							
EVENING CONT'D																																		
BEAUTY & THE BEAST-CONT'D 8.30 - 9.00																																		
BILL COSBY SHOW THU	8.00P 213	30 99	NBC CS	6 6	A	13.8	24	1223	1609	371	278	61	879	248	461	470	428	336	522	122	261	257	280	223	64	40 <sup>A</sup>	145	114						
					B	31.3	47	2773	1772	349	287	107	880	341	522	473	346	294	516	195	321	303	223	160	122	61	253	141						
					C	29.2	46	2584	1747	345	285	94	855	313	501	443	344	299	500	187	299	280	214	163	151	85	242	150						
BUCK JAMES SUN	10.00P 216	60 99	ABC GD	4 4	A	9.4	16	833	1566	300	212	110	794	192	387	428	413	306	626	140	338	328	377	236	73 <sup>A</sup>	30 <sup>A</sup>	73 <sup>A</sup>	52 <sup>A</sup>						
					B	12.1	21	1074	1690	370	278	115	854	227	466	484	461	307	624	175	376	370	354	197	96	46	116	80						
	10.00 - 10.30				C	12.1	21	1074	1690	370	278	115	854	227	466	484	461	307	624	175	376	370	354	197	96	46	116	80						
	10.30 - 11.00				A	9.5	16	842	1578	313	220	121	804	203	401	441	410	304	599	133	328	326	367	220	77	32 <sup>A</sup>	98	68 <sup>A</sup>						
					A	9.4	17	833	1537	283	202	97	775	180	369	410	411	306	647	146	345	327	383	249	69 <sup>A</sup>	28 <sup>A</sup>	46 <sup>A</sup>	35 <sup>A</sup>						
CAGNEY & LACEY MON	10.00P 210	60 99	CBS OP	5 5	A	14.1	25	1249	1501	339	236	80	854	268	441	438	371	358	476	138	237	240	227	207	84	62	87	57						
					B	14.5	25	1281	1454	346	254	90	859	266	460	460	393	335	463	152	254	247	219	176	55	34	78	54						
	10.00 - 10.30				C	14.5	25	1281	1454	346	254	90	859	266	460	460	393	335	463	152	254	247	219	176	55	34	78	54						
	10.30 - 11.00				A	14.8	25	1311	1502	345	244	90	850	283	458	448	367	342	460	148	241	240	212	189	89	66	102	64						
					A	13.4	25	1187	1500	333	227	68	858	253	422	427	376	376	494	128	232	240	244	227	78	57	70	49 <sup>A</sup>						
CBS SUNDAY MOVIE					A	20.1	33	1781	1631	335	243	60	853	229	445	446	430	324	654	191	361	336	339	239	60	26 <sup>A</sup>	64	24 <sup>A</sup>						

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	NO. OF T/C	TYPE		AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING PERS		LOH		W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
											(2+)	18+	49	18-49 W/CH <3	TOTAL	34	49	54	25-35- 64 55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	FEM. 12-17	TOT. 2-6	TOT. 11-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

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## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME				NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																	
DAY	TIME	DUR #STNS	NET CVG% TYPE			AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS					LOH 18-49 W/CH					W O M E N					M E N					T E E N S		CHILDREN											
									(2+)	18+	49	<3	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	12-	12-	2-	6-										
EVENING CONT'D																																										
HOOPERMAN-CONT'D																																										
WED	9.00P	30	ABC	5	B	17.2	27	1520	1627	313	255	90	779	302	483	452	335	241	514	225	355	311	220	134	143	78	191	126														
	195	94	OP	5	C	17.2	27	1520	1627	313	255	90	779	302	483	452	335	241	514	225	355	311	220	134	143	78	191	126														
HOTEL																																										
SAT	10.00P	60	ABC	4	A	8.1	16	718	1505	343	276	79^	846	242	454	466	396	317	460	210	280	292	191	131	102	96	98	78^														
	204	97	GD	4	B	9.7	19	859	1510	325	244	83	852	235	420	423	406	368	468	161	248	244	214	184	87	61	103	67														
	10.00 - 10.30			4	C	9.7	19	859	1510	325	244	83	852	235	420	423	406	368	468	161	248	244	214	184	87	61	103	67														
	10.30 - 11.00			4	A	7.7	15	682	1489	318	258	75^	838	232	443	457	393	321	441	207	270	278	181	127	113	101	97	85^														
				4	A	8.6	17	762	1502	362	290	81^	843	249	459	468	394	309	471	211	285	300	197	132	91	89	97	70^														
HUNTER																																										
SAT	10.00P	60	NBC	4	A	16.0	31	1418	1609	311	238	67	829	191	413	423	433	351	579	132	257	262	316	268	99	42^	102	67														
	207	99	OP	4	B	16.9	33	1497	1717	322	242	68	838	232	458	444	419	318	604	164	323	320	326	234	128	70	147	96														
	10.00 - 10.30			4	C	16.9	33	1497	1717	322	242	68	838	232	458	444	419	318	604	164	323	320	326	234	128	70	147	96														
	10.30 - 11.00			4	A	15.9	30	1409	1588	312	241	69	825	186	410	417	429	356	577	128	249	259	316	272	93	37^	94	62														
				4	A	16.2	33	1435	1620	307	232	65	828	194	413	427	433	343	578	136	262	264	313	262	105	46	110	71														
I MARRIED DORA																																										
FRI	8.30P	30	ABC	5	A	11.0	19	975	1612	285	233	56^	828	255	442	447	347	320	459	125	257	277	240	153	116	67	210	148														
	200	93	CS	5	B	10.4	19	924	1685	293	238	100	812	321	489	443	322	271	492	196	327	309	225	126	112	65	269	162														
				5	C	10.4	19	924	1685	293	238	100	812	321	489	443	322	271	492	196	327	309	225	126	112	65	269	162														
JAKE AND THE FATMAN																																										
TUE	9.00P	60	CBS	5	A	12.2	19	1081	1594	242	164	57^	795	181	350	377	395	379	645	141	291	286	329	323	70	20^	83	55^														
	205	97	OP	5	B	12.3	19	1087	1553	264	180	62	809	185	356	367	398	387	576	134	268	265	300	277	73	34	95	59														
	9.00 - 9.30			5	C	12.3	19	1087	1553	264	180	62	809	185	356	367	398	387	576	134	268	265	300	277	73	34	95	59														
	9.30 - 10.00			5	A	11.9	19	1054	1604	242	166	54^	792	174	349	375	401	379	651	143	299	288	331	325	73	17^	89	59^														
				5	A	12.6	20	1116	1571	239	162	59	793	186	349	375	386	375	635	138	282	281	324	318	67	23^	77	51^														
J.J. STARBUCK																																										
TUE	9.00P	60	NBC	3	A	12.5	20	1108	1626	313	187	26^	887	122	327	387	509	463	614	96	244	274	369	299	71	36^	55^	36^														
	202	98	GD	3	B	13.2	21	1172	1574	301	191	42	864	153	341	376	472	447	555	115	239	246	305	273	76	35	80	40														
	9.00 - 9.30			3	C	13.2	21	1172	1574	301	191	42	864	153	341	376	472	447	555	115	239	246	305	273	76	35	80	40														
	9.30 - 10.00			3	A	12.7	20	1125	1634	309	184	29^	890	120	320	383	509	472	611	90	244	276	370	296	73	37^	59	40^														
				3	A	12.3	20	1090	1619	317	190	23^	884	124	334	392	510	453	616	101	245	272	367	303	70	35^	50^	33^														
KATE & ALLIE																																										
MON	8.30P	30	CBS	7	A	18.3	27	1621	1686	357	273	86	892	303	480	451	371	357	480	176	279	282	207	164	114	86	200	133														
	209	98	CS	7	B	15.9	24	1411	1575	357	270	79	872	285	452	436	365	359	476	163	271	275	216	170	92	64	135	84														
				7	C	15.9	24	1411	1575	357	270	79	872	285	452	436	365	359	476	163	271	275	216	170	92	64	135	84														
KNOTS LANDING																																										
THU	10.00P	60	CBS	6	A	14.8	24	1311	1530	389	320	95	917	332	538	487	375	329	434	184	260	248	163	142	87	56	92	64														
	209	99	GD	6	B	15.1	26	1338	1537	378	304	91	925	336	546	490	391	319	435	189	278	257	177	129	86	43	92	62														
	10.00 - 10.30			6	C	15.1	26	1338	1537	378	304	91	925	336	546	490	391	319	435	189	278	257	177	129	86	43	92	62														
	10.30 - 11.00			6	A	14.6	23	1294	1550	384	314	95	915	331	537	491	376	328	449	189	268	250	170	149	91	55	96	67														
				6	A	15.0	26	1329	1511	393	325	94	919	333	540	483	374	331	420	180	252	245	155	135	83	56	99	61														
L.A. LAW																																										
THU	10.00P	60	NBC	3	A	21.0	35	1861	1527	347	284	90	800	316	518	483	357	223	598	219	392	392	303	155	68	36	61</															

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OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+		LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN						
#STNS	CVG%	TYPE									18-49	18-49	25-34	35-44	45-54	18-49	18-49	25-34	35-44	45-54	TOTAL	TOT. FEM.	TOT. TOT.	TOT. TOT.						
EVENING CONT'D																														
L.A. LAW-CONT'D																														
10.00 - 10.30																														
10.30 - 11.00																														
LAW & HARRY MCGRAW																														
TUE 10.00P 60 CBS 5 5																														
208 99 PD																														
10.00 - 10.30																														
10.30 - 11.00																														
LEG WORK																														
SAT 9.00P 60 CBS 5 5																														
183 91 PD																														
9.00 - 9.30																														
9.30 - 10.00																														
MACGYVER																														
MON 8.00P 60 ABC 5 5																														
194 94 A																														
8.00 - 8.30																														
8.30 - 9.00																														
MAGNUM, P.I.																														
WED 9.00P 60 CBS 3 3																														
182 91 PD																														
9.00 - 9.30																														
9.30 - 10.00																														
MAMA'S BOY SPEC.(S)																														
SAT 8.30P 30 NBC 2 2																														
196 98 CS																														
MARRIED...WITH CHILDREN																														
SUN 8.30P 30 FOX 2 2																														
117 86 CS																														
MATLOCK																														
TUE 8.00P 60 NBC 4 4																														
206 99 GD																														
8.00 - 8.30																														
8.30 - 9.00																														
MIAMI VICE																														
FRI 9.00P 60 NBC 5 5																														
211 99 OP																														
CONT'D																														

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OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN		18-49	18- W/CH	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOT.	TOT.					
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-						
EVENING CONT'D																																	
NBC SUNDAY NIGHT MOVIE-CONT'D										A	15.4	23	1364	1663	365	304	84	785	312	542	497	368	197	550	242	395	356	268	108	178	113	149	99
DANGEROUS AFFECTION										A	16.3	25	1444	1661	378	314	80	813	306	537	500	383	231	568	224	381	353	281	141	152	102	128	86
9.00 - 9.30										A	16.9	28	1497	1643	374	310	83	815	317	545	506	376	227	569	226	377	349	277	145	135	98	123	72
9.30 - 10.00										A	17.0	29	1506	1627	375	309	85	812	311	534	499	378	229	590	248	394	353	278	147	120	74	106	58
10.00 - 10.30										A	18.3	28	1621	1687	419	335	108	879	363	538	498	327	294	499	194	328	316	222	141	132	87	176	126
10.30 - 11.00										B	17.8	27	1575	1599	376	299	107	861	313	502	479	359	299	503	188	320	307	231	157	106	63	128	83
NEW HART MON										C	17.8	27	1575	1599	376	299	107	861	313	502	479	359	299	503	188	320	307	231	157	106	63	128	83
NFL MONDAY NIGHT FOOTBALL MON										A	16.3	31	1444	1488	180	151	37^	494	156	274	261	221	186	841	312	508	475	367	261	92	16^	63	39^
9.00P 201 ABC										B	17.0	30	1505	1562	209	175	48	506	175	303	286	235	167	869	331	551	515	397	250	96	22	91	52
217 99 SE										C	17.0	30	1505	1562	209	175	48	506	175	303	286	235	167	869	331	551	515	397	250	96	22	91	52
LA RAMS VS CLEVELAND										A	17.8	27	1577	1514	196	167	37^	540	160	274	265	231	233	786	258	436	426	335	287	98	16^	90	49
DENVER VS MINNESOTA										A	18.8	29	1666	1511	188	157	40	503	157	264	259	212	204	834	303	484	465	342	283	101	20^	73	43
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30										A	19.2	31	1701	1496	176	151	43	479	167	278	259	205	167	846	317	510	483	361	265	97	19^	74	51
10.30 - 11.00										A	17.1	30	1515	1498	180	152	39^	487	176	288	273	209	163	857	343	531	497	369	245	93	17^	62	38^
11.00 - 11.30										A	14.3	30	1267	1474	174	140	36^	482	149	274	262	231	172	859	327	538	495	394	247	86	18^	47^	33^
11.30 - 12.00										A	13.8	36	1223	1447	170	132	27^	475	131	264	252	237	176	864	318	551	491	412	241	74	10^	33^	19^
12.00 - 12.30										A	11.9	37	1054	1411	166	143	27^	466	125	265	246	226	172	836	322	537	471	375	235	77	10^	32^	20^
GHT COURT HU										A	25.0	38	2215	1590	353	297	125	811	349	553	507	343	209	546	207	360	355	262	136	103	47	131	66
9.30P 30 NBC										B	22.5	36	1992	1616	364	303	115	830	335	544	494	366	234	549	226	365	339	242	146	121	65	116	67
206 99 CS										C	22.5	36	1992	1616	364	303	115	830	335	544	494	366	234	549	226	365	339	242	146	121	65	116	67
DEST ROOKIE ED										A	7.8	12	691	1612	263	201	43^	767	133	334	338	408	399	633	170	284	285	274	310	117	49^	95	57^
8.00P 60 CBS										B	11.3	18	1004	1593	266	196	76	782	201	391	393	391	334	574	160	298	294	292	237	89	40	147	84
180 89 OP										C	11.3	18	1004	1593	266	196	76	782	201	391	393	391	334	574	160	298	294	292	237	89	40	147	84
8.00 - 8.30										A	7.8	12	691	1592	256	197	44^	758	143	339	342	399	379	621	164	281	276	276	301	109	45^	104	61^
8.30 - 9.00										A	7.8	12	691	1633	271	206	42^	776	123	329	334	416	419	645	176	287	294	273	318	125	53^	87^	52^
LYMPIC DIARY-MON ON										A	14.1	22	1249	1598	217	147	50^	670	175	279	272	308	345	629	155	287	293	284	290	129	38^	171	101
8.43P 1 ABC										B	12.8	20	1130	1655	240	185	52	689	195	350	327	338	296	683	229	392	367	317	237	117	47	165	94
182 92 SC										C	12.8	20	1130	1655	240	185	52	689	195	350	327	338	296	683	229	392	367	317	237	117	47	165	94
LYMPIC DIARY-TUE UE										A	14.0	27	1240	1537	340	311	133	815	446	641	556	293	137	471	250	355	345	172	81	152	86	100	50^
10.43P 1 ABC										B	14.8	27	1311	1541	362	320	137	835	423	628	538	321	168	482	245	377	328	191	81	110	60	114	70
213 99 SC										C	14.8	27	1311	1541	362	320	137	835	423	628	538	321	168	482	245	377	328	191	81	110	60	114	70
LYMPIC DIARY-WED ED										A	13.5	25	1196	1463	325	260	78	867	253	448	413	352	375	413	160	219	196	153	173	75	43^	108	64
10.42P 1 ABC										B	15.0	27	1333	1526	348	288	85	879	300	504	461	369	329	431	172	264	242	182	136	98	60	118	83
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.





28 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				OCT.26-NOV.1,1987			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN													
								PERS	WOMEN			18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.														
#STNS	CVG%	TYPE	T/C					(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	17	2-	6-										
EVENING CONT'D																																					
60 MINUTES-CONT'D																																					
SUN	7.18P	60	CBS	7	B	20.3	34	1799	1558	299	205	49	772	156	314	324	358	397	695	169	337	349	345	300	37	15^	54	29									
	210	98	DN	7	C	20.3	34	1799	1558	299	205	49	772	156	314	324	358	397	695	169	337	349	345	300	37	15^	54	29									
	7.00 - 7.30				A	18.7	30	1657	1511	227	146	35^	639	108	234	242	288	356	753	180	388	405	385	305	53	13^	66	32^									
	7.30 - 8.00				A	20.8	32	1843	1512	248	160	37	684	119	252	259	313	377	739	157	365	383	387	310	38	12^	51	25^									
	8.00 - 8.30				A	24.4	36	2162	1529	275	178	39	759	119	284	297	384	415	675	141	315	331	343	303	41	18^	54	30									
SLAP MAXWELL																																					
WED	9.30P	30	ABC	5	A	9.9	15	877	1523	282	227	87	762	295	444	437	304	259	509	206	357	330	229	139	80	40^	171	94									
	194	94	CS	5	B	14.4	23	1279	1597	322	262	91	803	302	496	471	353	251	523	218	360	324	238	134	117	61	154	94									
					C	14.4	23	1279	1597	322	262	91	803	302	496	471	353	251	523	218	360	324	238	134	117	61	154	94									
SLEDGE HAMMER																																					
THU	8.00P	30	ABC	6	A	7.9	12	700	1608	215	156	60^	661	157	323	318	330	296	560	133	282	287	316	229	84^	27^	303	204									
	208	98	CS	6	B	8.1	13	721	1620	237	184	72	672	216	346	329	295	277	574	202	343	302	270	193	117	50	258	178									
					C	8.1	13	721	1620	237	184	72	672	216	346	329	295	277	574	202	343	302	270	193	117	50	258	178									
SPENSER: FOR HIRE																																					
SUN	8.00P	60	ABC	4	A	10.2	15	904	1696	312	241	91	721	227	388	376	333	279	660	218	429	384	362	214	76	46^	239	133									
	211	99	PD	4	B	10.8	16	952	1754	323	261	103	751	246	442	414	358	259	661	230	428	382	338	201	112	56	229	127									
	8.00 - 8.30				C	10.8	16	952	1754	323	261	103	751	246	442	414	358	259	661	230	428	382	338	201	112	56	229	127									
					A	9.3	14	824	1718	319	243	89	724	227	388	380	337	281	641	194	410	381	372	211	77	44^	276	156									
8.30 - 9.00																																					
SPORTSBREAK-SAT																																					
SAT	9.58P	1	CBS	6	A	6.8	13	602	1466	350	287	65^	747	227	412	402	340	280	639	152	343	388	329	235	35^	17^	45^	22^									
	206	98	SN	6	B	8.0	15	707	1607	305	231	68	789	215	391	404	360	331	623	171	341	369	333	226	71	27^	125	74									
					C	8.0	15	707	1607	305	231	68	789	215	391	404	360	331	623	171	341	369	333	226	71	27^	125	74									
SPORTSBREAK-SUN																																					
SUN	10.18P	1	CBS	6	A	19.3	32	1710	1658	331	243	60	858	246	461	449	426	317	687	210	396	352	356	239	49	18^	64	24^									
	210	99	SN	6	B	15.9	25	1410	1611	359	262	73	891	239	465	457	440	351	567	165	307	290	291	220	69	33	84	50									
					C	15.9	25	1410	1611	359	262	73	891	239	465	457	440	351	567	165	307	290	291	220	69	33	84	50									
STORYTELLER(S)																																					
MON	8.30P	30	NBC		A	11.6	17	1028	1880	345	305	85	752	355	598	522	330	102	516	245	427	383	255	49^	218	93	394	247									
	200	97	GD																																		
FEARNOT																																					
THIRTYSOMETHING																																					
TUE	10.00P	60	ABC	4	A	14.9	27	1320	1542	334	302	125	805	442	625	524	282	146	479	262	368	340	169	82	158	90	100	48^									
	213	99	GD	4	B	15.2	27	1347	1554	376	334	146	831	439	637	551	307	154	468	249	369	324	181	76	129	71	125	72									
	10.00 - 10.30				C	15.2	27	1347	1554	376	334	146	831	439	637	551	307	154	468	249	369	324	181	76	129	71	125	72									
	10.30 - 11.00				A	15.7	28	1391	1533	338	305	118	793	439	614	509	276	145	475	265	372	334	166	78	162	92	103	47									
					A	14.2	27	1258	1541	326	296	132	812	443	632	536	286	146	480	256	361	344	172	85	153	87	97	49^									
TOP FLIGHT(S)																																					
TUE	8.00P	60	CBS		A	8.6	13	762	1604	313	226	63^	638	207	356	374	304	218	743	246	450	435	386	243	74^	11^	149	98									
	208	99	GD																																		
	8.00 - 8.30				A	9.0	14	797	1622	311	227	66^	654	215	362	371	294	234	734	243	441	427	374	245	74^	10^	161	109									
	8.30 - 9.00				A	8.1	12	718	1603	320	228	61^	628	201	354	382	319	203	762	253	465	448	405	245	75^	12^	138	87^									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



32 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN			18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.										
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-						
EVENING CONT'D																																	
WISEGUY-CONT'D																																	
	209	99	OP	6	C	11.9	19	1056	1599	307	225	72	802	235	427	420	378	312	602	197	359	347	309	208	92	41	103	62					
	9.00 - 9.30				A	10.2	16	904	1645	289	205	65^	839	210	389	402	385	379	615	147	292	306	328	285	97	46^	94	65^					
	9.30 - 10.00				A	11.2	17	992	1581	316	228	73	853	248	422	418	376	365	580	163	300	310	297	246	80	39^	67	48^					
WOMEN IN PRISON																																	
SAT	8.30P	30	FOX	2	A	2.6	5	230	1630	233^	204^	84^	674	204^	415	398	365	208^	538	162^	342	352	320	178^	213^	139^	205^	128^					
	112	85	CS	2	B	2.6	5	226	1544	260	214	59^	588	213	355	347	322	171^	538	192^	367	345	285	150^	163^	98^	255	171^					
					C	2.6	5	226	1544	260	214	59^	588	213	355	347	322	171^	538	192^	367	345	285	150^	163^	98^	255	171^					



34 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN		W O M E N						M E N					T E E N S			C H I L D R E N			
									18-18+	49	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	MALE 12-17	FEM. 12-17	TOT. 12-14	TOT. 2-6	MALE 6-11	FEM. 11
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT MON-FRI 6.30P 30 ABC 25					A	11.3	20	1005	218	164	747	147	299	303	347	406	571	122	246	252	261	281	32^	14^	22^	33^	20^	20^
212 99 N 25					B	10.3	20	910	219	161	748	144	296	299	352	409	565	124	239	255	259	279	25^	22^	25^	37	16^	19^
					C	10.3	20	910	219	161	748	144	296	299	352	409	565	124	239	255	259	279	25^	22^	25^	37	16^	19^
ABC WRLD NEWS TONIGHT-SUN SUN 6.30P 30 ABC 5					A	6.2	11	549	207	151	759	128	278	260	341	445	579	126	238	220	276	307	30^	16^	22^	43^	21^	31^
166 85 N 5					B	6.3	13	555	214	160	746	136	268	275	315	433	603	129	248	247	264	313	29^	26^	27^	24^	19^	22^
					C	6.3	13	555	214	160	746	136	268	275	315	433	603	129	248	247	264	313	29^	26^	27^	24^	19^	22^
CBS EVENING NEWS-RATHER MON-FRI 6.30P 30 CBS 30					A	12.4	22	1100	210	119	743	120	253	279	321	434	578	107	218	224	263	325	23^	20^	25^	37	20^	22^
210 99 N 30					B	11.5	23	1020	219	134	748	129	271	299	333	417	573	111	227	234	269	308	26	18^	27	35	19^	21^
					C	11.5	23	1020	219	134	748	129	271	299	333	417	573	111	227	234	269	308	26	18^	27	35	19^	21^
CBS SAT. NEWS-SCHIEFFER SAT 6.30P 30 CBS 6					A	7.4	15	656	193	125	732	96^	238	286	294	425	671	100	264	285	330	362	24^	36^	33^	35^	17^	8^
165 90 N 6					B	6.8	15	605	177	104	722	112	206	222	267	471	603	129	249	260	270	318	34^	15^	32^	34^	20^	10^
					C	6.8	15	605	177	104	722	112	206	222	267	471	603	129	249	260	270	318	34^	15^	32^	34^	20^	10^
NBC NIGHTLY NEWS MON-FRI 6.30P 30 NBC 25					A	11.1	20	983	216	162	795	139	310	344	357	419	604	135	255	277	270	291	31^	28^	27^	35	29^	22^
204 99 N 25					B	10.2	20	903	206	147	776	123	285	319	349	429	579	130	242	253	249	290	29	32	28	29	20^	19^
					C	10.2	20	903	206	147	776	123	285	319	349	429	579	130	242	253	249	290	29	32	28	29	20^	19^
NBC NIGHTLY NEWS-SAT. A					9.9	20	877	169	88	746	96	190	225	308	487	637	124	216	246	267	369	28^	35^	26^	15^	2^	13^	
SAT 6.30P 30 NBC 5					B	7.7	16	679	194	128	772	117	235	248	299	482	605	120	226	242	239	334	29^	32^	27^	22^	12^	18^
172 91 N 5					C	7.7	16	679	194	128	772	117	235	248	299	482	605	120	226	242	239	334	29^	32^	27^	22^	12^	18^
NBC NIGHTLY NEWS-SUN SUN 6.30P 30 NBC 3					A	7.5	13	665	225	142	800	135	277	307	375	444	663	111	255	260	344	359	19^	15^	22^	35^	16^	15^
161 82 N 3					B	7.5	14	669	240	163	751	136	289	301	333	403	718	181	338	328	332	326	29^	36^	27^	25^	21^	14^
					C	7.5	14	669	240	163	751	136	289	301	333	403	718	181	338	328	332	326	29^	36^	27^	25^	21^	14^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN					W O M E N					M E N					MALE	FEM.										
									18- (2+)		18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	17	12- 17						
LATE FRINGE										A	5.8	18	513	1361	241	174	186	45^	689	146	327	309	380	360	62	575	172	313	290	348	318	28^	24^		
ABC NEWS:NIGHTLINE										B	5.4	16	475	1423	253	190	191	66	724	186	363	344	408	371	65	586	167	311	290	350	318	25^	24^		
TUE&WED 11.30P 30 ABC N 17										C	5.4	16	475	1423	253	190	191	66	724	186	363	344	408	371	65	586	167	311	290	350	318	25^	24^		
THU&FRI 11.30P 31										A	5.8	18	514	1365	241	175	186	45^	691	147	328	310	381	361	62	576	172	314	292	349	320	28^	24^		
11.30 - 12.00										A	4.2	14	368	1312	252	173	184	51^	699	144	306	288	380	347	63^	567	159	288	257	308	277	8^	7^		
12.00 - 12.30										A	4.1	25	363	1379	224	191	153^	90^	583	215	312	298	332	260	132^	719	256	411	398	448	368	56^	5^		
ABC NEWS:NIGHTLINE-MON.										B	3.9	22	350	1359	229	192	171	67^	551	158	318	306	344	293	81^	724	260	469	445	509	465	31^	11^		
MON 1.00A 31 ABC N 8										C	3.9	22	350	1359	229	192	171	67^	551	158	318	306	344	293	81^	724	260	469	445	509	465	31^	11^		
206 96										A	4.2	26	372	1351	219	186	149^	88^	571	209	304	291	324	254	130^	705	251	404	392	440	361	55^	5^		
1.00 - 1.30										A	3.4	24	301	1479	284	254	189^	113^	645	267	381	365	407	310	137^	744	262	409	376	439	390	75^	<<		
1.30 - 2.00										A	6.3	26	558	1326	195	140	136	45^	648	120	313	305	350	322	68^	577	163	326	303	355	323	34^	29^		
ABC NEWS:NIGHTLINE-TUE										B	6.2	25	548	1365	195	132	145	53^	638	132	299	283	343	318	66	618	173	345	324	384	361	32^	22^		
TUE 12.00M 31 ABC N 3										C	6.2	25	548	1365	195	132	145	53^	638	132	299	283	343	318	66	618	173	345	324	384	361	32^	22^		
210 97										A	6.3	26	558	1334	197	141	137	45^	653	121	316	308	353	325	69^	580	163	327	304	357	325	34^	29^		
12.00 - 12.30										A	5.2	25	461	1308	180	115^	110^	57^	618	115^	277	267	313	276	71^	573	174	341	321	368	326	35^	36^		
12.30 - 1.00																																			
ABC NEWS:NIGHTLINE-WED										A	4.1	18	363	1334	263	209	227	49^	713	114^	330	309	359	344	45^	486	143^	254	246	332	306	34^	52^		
WED 12.00M 31 ABC N 3										B	4.2	19	370	1367	218	162	166	60^	650	143	305	283	324	300	46^	599	176	329	307	368	350	18^	27^		
212 98										C	4.2	19	370	1367	218	162	166	60^	650	143	305	283	324	300	46^	599	176	329	307	368	350	18^	27^		
12.00 - 12.30										A	4.1	17	363	1341	265	210	228	49^	717	114^	332	310	361	346	46^	490	144^	256	247	334	307	34^	52^		
12.30 - 1.00										A	3.5	17	310	1294	239	198^	226	42^	688	109^	318	303	354	341	27^	459	131^	238	238	319	304	30^	61^		
ABC WEEKEND REPORT-SAT.										A	2.2	7	195	1305	309^	250^	207^	148^	646	207^	373	356	376	317^	73^	493	176^	248^	224^	282^	245^	20^	72^		
SAT 11.30P 15 ABC N 5										B	2.1	7	183	1299	250	202	188	101^	672	171^	339	307	355	315	60^	481	128^	248	227	280	254	21^	39^		
136 74										C	2.1	7	183	1299	250	202	188	101^	672	171^	339	307	355	315	60^	481	128^	248	227	280	254	21^	39^		
ABC WEEKEND REPORT-SUN.										A	2.0	7	177	1307	254^	204^	183^	127^	679	186^	339^	285^	364	319^	117^	587	213^	372	290^	290^	255^	<<	27^		
SUN 11.30P 15 ABC N 5										B	1.9	8	167	1417	256	217	212	64^	687	170^	359	339	407	382	68^	594	200^	409	391	412	382	34^	35^		
145 80										C	1.9	8	167	1417	256	217	212	64^	687	170^	359	339	407	382	68^	594	200^	409	391	412	382	34^	35^		
CBS LATE NIGHT I										A	3.7	16	326	1303	262	198	226	59^	760	179	363	334	391	371	51^	470	173	285	270	316	289	23^	12^		
MON 12.00M 66 CBS FF 24										B	3.7	15	328	1366	265	199	219	80	772	207	391	365	430	388	51^	492	171	302	289	339	310	16^	20^		
177 85										C	3.7	15	328	1366	265	199	219	80	772	207	391	365	430	388	51^	492	171	302	289	339	310	16^	20^		
TUE-THU 11.30P 66										A	3.9	14	346	1341	280	216	240	58^	769	190	383	360	415	395	50^	492	185	299	284	328	301	30^	16^		
11.30 - 12.00										A	3.7	16	323	1295	265	204	231	64^	772	183	374	340	396	375	49^	459	174	279	265	310	284	19^	10^		
12.00 - 12.30										A	3.4	18	303	1224	216	146	188	47^	705	144	294	269	327	311	55^	445	149	265	251	302	272	18^	7^		
12.30 - 1.00										A	3.3	21	292	1243	205^	121^	177^	49^	674	133^	274	249	317	303	66^	450	138^	276	260	311	274	33^	10^		
1.00 - 1.30																																			
CBS LATE NIGHT II										A	2.0	12	176	1230	294	231	257	78^	712	196	395	348	408	389	55^	443	192	293	277	330	295	17^	12^		
MON 12.36A 45 CBS 30										B	2.3	14	202	1340	297	231	248	95^	749	235	427	395	463	419	67^	476	203	327	305	354	314	14^	22^		
CONT'D																																			

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# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N					M E N					12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
									PERS (2+)		18- 18+	25- 49	54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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OCT. 26-NOV. 1, 1987

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DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				WOMEN					MEN					MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
										18+		18-49	25-54	15-24	18-34	18-49	21-49	21-54	25-54	15-24	18-34	18-49	21-49			21-54	25-54																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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OCT. 26-NOV. 1, 1987

PROGRAM NAME											K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN				W O M E N						M E N						T E E N S							
												18- 24	18+ 24	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17						
LATE FRINGE CONT'D												A	6.4	20	565	1421	286	243	227	95	758	263	457	418	468	422	87	537	198	349	326	366	326	43^	22^
TONIGHT SHOW-CONT'D												A	5.0	20	447	1383	283	238	206	112	743	277	434	384	430	382	108	518	214	343	314	352	298	44^	23^
11.30 - 12.00												A	2.0	7	177	1442	320^	274^	275^	96^	851	256^	545	475	533	530	48v	423	166^	321^	301^	330^	304^	29v	31v
12.00 - 12.30												A	2.3	8	199	1478	293	241	250	144^	746	288	488	444	487	433	96^	507	247	397	366	399	339	34v	67^
TOP OF THE POPS												B	2.3	8	199	1478	293	241	250	144^	746	288	488	444	487	433	96^	507	247	397	366	399	339	34v	67^
FRI 11.30P 60 CBS												C	2.4	7	213	1516	346	274^	276^	89^	871	229^	517	462	529	526	44v	426	147^	306	300	324	289^	44v	44v
164 83 GV												A	1.6	6	142	1330	281^	275^	273^	107v	819	297^	587	493	539	537	54v	418^	194^	343^	303^	339^	325^	6v	11v
12.00 - 12.30																																			

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DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH		WORKING		W O M E N										M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
									18-49		W/CH	18-49	15-24	18-34	18-49	25-34	25-34	35-44	35-44	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-6	FEM. 2-6	TOT. 2-6	TOT. 11-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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OCT. 26-NOV. 1, 1987

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DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	# LOH 18-49		WORKING WOMEN	W O M E N						M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
									W/CH			18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 2-	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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OCT. 26-NOV. 1, 1987

PROGRAM NAME				NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
DAY	TIME	DUR	NET			AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN					
#STNS	CVG%	TYPE								15-24	18-49	15-24	18-49	TOTAL 12-17	MALE 12-17	FEM. 12-17	TOT. 12-17	TOT. 15-17	TOTAL 2-11	MALE 2-11	FEM. 2-11	TOT. 2-11	TOT. 6-9	
WEEKEND DAYTIME CHILDREN																								
ABC WEEKEND SPECIALS(B,R)																								
SAT	1.00P	30	ABC		A	1.3	4	115	1340	223 <sup>A</sup>	388 <sup>A</sup>	290 <sup>A</sup>	135 <sup>V</sup>	351 <sup>A</sup>	424 <sup>A</sup>	141 <sup>V</sup>	283 <sup>A</sup>	222 <sup>A</sup>	203 <sup>A</sup>	177 <sup>A</sup>	137 <sup>V</sup>	41 <sup>V</sup>	99 <sup>V</sup>	78 <sup>V</sup>
CAP R MEETS DR JEKYLL & MR HYDE																								
ALF-SAT MORN																								
SAT	11.00A	30	NBC	5	A	5.4	19	478	1515	152	346	288	105 <sup>A</sup>	232	243	102 <sup>A</sup>	140	139	103 <sup>A</sup>	694	310	385	330	365
					B	6.4	23	563	1520	163	349	295	91	206	255	113	142	152	103	710	354	356	309	401
					C	6.4	23	563	1520	163	349	295	91	206	255	113	142	152	103	710	354	356	309	401
ALL NEW POUND PUPPIES																								
SAT	9.30A	30	ABC	6	A	4.2	15	372	1403	85 <sup>A</sup>	315	284	58 <sup>A</sup>	137 <sup>A</sup>	208	111 <sup>A</sup>	97 <sup>A</sup>	144 <sup>A</sup>	103	742	347	395	282	459
					B	4.0	16	355	1442	73 <sup>A</sup>	297	260	65 <sup>A</sup>	173	178	90 <sup>A</sup>	88 <sup>A</sup>	126	53 <sup>A</sup>	794	377	417	320	474
					C	4.0	16	355	1442	73 <sup>A</sup>	297	260	65 <sup>A</sup>	173	178	90 <sup>A</sup>	88 <sup>A</sup>	126	53 <sup>A</sup>	794	377	417	320	474
ALVIN AND THE CHIPMUNKS																								
SAT	10.30A	30	NBC	8	A	4.9	18	434	1617	141 <sup>A</sup>	355	307	72 <sup>A</sup>	159	244	72 <sup>A</sup>	172	135 <sup>A</sup>	109 <sup>A</sup>	858	350	508	462	396
					B	6.3	22	554	1491	144	351	305	86	204	226	92	134	145	81	710	340	371	326	384
					C	6.3	22	554	1491	144	351	305	86	204	226	92	134	145	81	710	340	371	326	384
ANIMAL CRACK-UPS																								
SAT	12.00N	30	ABC	3	A	3.2	11	284	1407	158 <sup>A</sup>	361	283	160 <sup>A</sup>	388	221 <sup>A</sup>	130 <sup>A</sup>	91 <sup>A</sup>	123 <sup>A</sup>	98 <sup>A</sup>	437	199 <sup>A</sup>	237	156 <sup>A</sup>	281
					B	3.0	11	269	1428	152	387	280	134	313	270	127 <sup>A</sup>	143	147	123 <sup>A</sup>	458	221	236	187	271
					C	3.0	11	269	1428	152	387	280	134	313	270	127 <sup>A</sup>	143	147	123 <sup>A</sup>	458	221	236	187	271
BUGS BUNNY & TWEETY SHOW																								
SAT	11.30A	30	ABC	5	A	4.4	16	390	1473	146 <sup>A</sup>	390	339	169	341	178	83 <sup>A</sup>	95 <sup>A</sup>	81 <sup>A</sup>	97 <sup>A</sup>	564	270	294	264	300
					B	3.7	13	326	1489	110	402	309	132	305	201	122	79 <sup>A</sup>	121	80 <sup>A</sup>	581	284	297	262	319
					C	3.7	13	326	1489	110	402	309	132	305	201	122	79 <sup>A</sup>	121	80 <sup>A</sup>	581	284	297	262	319
CARE BEAR FAMILY																								
SAT	8.00A	30	ABC	6	A	2.4	13	213	1376	113 <sup>A</sup>	228 <sup>A</sup>	190 <sup>A</sup>	64 <sup>V</sup>	194 <sup>A</sup>	188 <sup>A</sup>	65 <sup>V</sup>	123 <sup>A</sup>	107 <sup>A</sup>	81 <sup>A</sup>	767	371	396	301	466
					B	2.1	14	183	1216	92 <sup>A</sup>	232	198	49 <sup>A</sup>	179 <sup>A</sup>	129 <sup>A</sup>	47 <sup>A</sup>	82 <sup>A</sup>	79 <sup>A</sup>	50 <sup>A</sup>	676	300	376	216	460
					C	2.1	14	183	1216	92 <sup>A</sup>	232	198	49 <sup>A</sup>	179 <sup>A</sup>	129 <sup>A</sup>	47 <sup>A</sup>	82 <sup>A</sup>	79 <sup>A</sup>	50 <sup>A</sup>	676	300	376	216	460
CBS STORYBREAK																								
SAT	12.00N	30	CBS	7	A	3.6	13	319	1438	159 <sup>A</sup>	372	324	52 <sup>A</sup>	288	206	81 <sup>A</sup>	125 <sup>A</sup>	180 <sup>A</sup>	26 <sup>V</sup>	572	356	215	228	343
					B	3.0	11	265	1456	172	382	294	79 <sup>A</sup>	248	255	89 <sup>A</sup>	166	174	81 <sup>A</sup>	571	317	254	239	331
					C	3.0	11	265	1456	172	382	294	79 <sup>A</sup>	248	255	89 <sup>A</sup>	166	174	81 <sup>A</sup>	571	317	254	239	331
WITCH CAT																								
FLINTSTONE KIDS																								
SAT	11.00A	30	ABC	5	A	4.0	14	354	1568	176 <sup>A</sup>	433	394	133 <sup>A</sup>	272	274	133 <sup>A</sup>	141 <sup>A</sup>	179 <sup>A</sup>	95 <sup>A</sup>	589	254	335	271	318
					B	3.5	13	307	1561	128	410	349	119	258	238	120	118	154	83 <sup>A</sup>	656	300	356	290	365
					C	3.5	13	307	1561	128	410	349	119	258	238	120	118	154	83 <sup>A</sup>	656	300	356	290	365
FOOFUR																								
SAT	12.00N	30	NBC	8	A	3.2	11	284	1461	149 <sup>A</sup>	360	305	106 <sup>A</sup>	217 <sup>A</sup>	331	117 <sup>A</sup>	214 <sup>A</sup>	218 <sup>A</sup>	113 <sup>A</sup>	553	306	247	182 <sup>A</sup>	371
					B	3.3	12	290	1439	165	367	306	98 <sup>A</sup>	230	248	94 <sup>A</sup>	153	141	107	594	318	276	238	355
					C	3.3	12	290	1439	165	367	306	98 <sup>A</sup>	230	248	94 <sup>A</sup>	153	141	107	594	318	276	238	355
FRAGGLE ROCK																								
SAT	10.00A	30	NBC	8	A	5.4	19	478	1506	109 <sup>A</sup>	372	327	59 <sup>A</sup>	187	133	70 <sup>A</sup>	63 <sup>A</sup>	82 <sup>A</sup>	51 <sup>A</sup>	814	326	488	454	360
					B	5.8	21	515	1444	129	353	299	81	207	218	98	120	144	73	667	331	336	300	367
					C	5.8	21	515	1444	129	353	299	81	207	218	98	120	144	73	667	331	336	300	367
GUMMI BEARS																								
SAT	8.00A	30	NBC	8	A	4.2	22	372	1345	74 <sup>A</sup>	277	247	42 <sup>V</sup>	171	190	137 <sup>A</sup>	53 <sup>A</sup>	138 <sup>A</sup>	52 <sup>A</sup>	707	390	317	318	389
CONT'D					B	3.0	21	268	1310	52 <sup>A</sup>	297	248	47 <sup>A</sup>	194	148	95 <sup>A</sup>	53 <sup>A</sup>	98 <sup>A</sup>	50 <sup>A</sup>	671	363	308	261	410

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
(2+)	15-24	18-49	15-24	18-49		TOTAL	MALE	FEM.		TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.								
	DAY	TIME	DUR	NET		NO. OF T/C	AVG. AUD. %	SH %		AVG. AUD. 0,000																		
	#STNS	CVG%	TYPE																									
WEEKEND DAYTIME CHILDREN CONT'D																												
GUMMI BEARS-CONT'D																												
	201	98	CA	8	C	3.0	21	268	1310	52^	297	248	47^	194	148	95^	53^	98^	50^	671	363	308	261	410	234	177	218	193
HELLO KITTY																												
SAT	8.00A	30	CBS	7	A	2.7	14	239	1279	35^	221^	158^	22^	172^	81^	80^	<<	66^	15^	805	398	407	238^	567	247^	320	338	229^
	201	96	CA	7	B	2.0	14	181	1265	40^	267	175^	30^	186	88^	61^	26^	60^	28^	724	343	381	238	487	226	260	274	212
					C	2.0	14	181	1265	40^	267	175^	30^	186	88^	61^	26^	60^	28^	724	343	381	238	487	226	260	274	212
I'M TELLING																												
SAT	12.30P	30	NBC	8	A	2.2	8	195	1538	137^	436	344	92^	295^	176^	25^	151^	132^	45^	631	284^	347	194^	437	215^	222^	206^	231^
	122	68	CA	8	B	2.6	9	229	1389	137	372	293	113^	242	239	85^	154	150	89^	535	283	252	178	358	193	164	160	198
					C	2.6	9	229	1389	137	372	293	113^	242	239	85^	154	150	89^	535	283	252	178	358	193	164	160	198
KIDD VIDEO																												
SAT	12.30P	30	CBS	7	A	2.7	9	239	1338	132^	325	275	52^	243^	256^	85^	170^	191^	64^	515	270	246^	152^	364	221^	143^	220^	144^
	140	68	CA	7	B	2.4	9	211	1494	183	409	298	103^	245	298	96^	202	180	118^	542	295	247	229	313	185	127^	179	134^
					C	2.4	9	211	1494	183	409	298	103^	245	298	96^	202	180	118^	542	295	247	229	313	185	127^	179	134^
LITTLE CLOWNS-HAPPYTOWN																												
SAT	8.30A	30	ABC	6	A	3.0	13	266	1473	102^	280	239^	70^	241	141^	80^	61^	73^	68^	811	383	428	356	456	232^	223^	223^	233^
	206	99	CA	6	B	2.7	14	239	1379	84^	275	229	59^	168	129^	58^	72^	73^	56^	807	348	459	305	501	248	253	275	227
					C	2.7	14	239	1379	84^	275	229	59^	168	129^	58^	72^	73^	56^	807	348	459	305	501	248	253	275	227
LITTLE WIZARDS																												
SAT	10.00A	30	ABC	5	A	4.6	17	408	1477	129^	398	348	89^	270	213	84^	129^	134^	79^	595	268	327	260	336	172	164	146^	189
					B	4.4	16	386	1464	97	335	296	96	215	236	121	114	153	82^	678	343	335	304	374	206	169	171	203

	204	96	CA	5	C	4.4	16	386	1464	97	335	296	96	215	236	121	114	153	82^	678	343	335	304	374	206	169	171	203
MIGHTY MOUSE SAT	10.30A 195	30	CBS CA	7	A	4.5	16	399	1537	76^	322	278	56^	232	137^	49^	88^	92^	45^	845	476	369	371	474	269	205	314	160
					B	4.1	15	366	1492	64^	288	225	60^	228	137	75^	62^	96	42^	838	503	335	360	478	292	186	280	198
					C	4.1	15	366	1492	64^	288	225	60^	228	137	75^	62^	96	42^	838	503	335	360	478	292	186	280	198
MUPPET BABIES I SAT	8.30A 205	30	CBS CA	7	A	4.5	19	399	1492	31^	220	175	45^	181	157^	103^	55^	143^	14^	935	462	472	329	606	281	324	342	264
					B	3.7	19	328	1409	39^	263	195	30^	185	105	62^	43^	81^	24^	856	454	402	326	530	284	246	315	215
					C	3.7	19	328	1409	39^	263	195	30^	185	105	62^	43^	81^	24^	856	454	402	326	530	284	246	315	215
MUPPET BABIES II SAT	9.00A 205	30	CBS CA	7	A	4.8	18	425	1579	32^	239	182	43^	183	172	103^	68^	154	18^	986	520	466	401	585	281	303	296	288
					B	4.5	20	397	1475	34^	259	202	39^	195	114	73^	41^	94	20^	907	461	446	367	541	272	268	306	235
					C	4.5	20	397	1475	34^	259	202	39^	195	114	73^	41^	94	20^	907	461	446	367	541	272	268	306	235
MUPPET BABIES III SAT	9.30A 203	30	CBS CA	7	A	5.1	18	452	1534	55^	262	223	46^	175	126^	55^	70^	102^	24^	972	526	446	390	581	301	281	284	298
					B	4.8	19	425	1499	48^	264	216	42^	203	122	66^	56^	92	30^	910	492	418	374	536	289	247	305	231
					C	4.8	19	425	1499	48^	264	216	42^	203	122	66^	56^	92	30^	910	492	418	374	536	289	247	305	231
MY PET MONSTER SAT	9.00A 209	30	ABC CA	6	A	4.4	17	390	1463	79^	286	245	69^	155^	204	106^	98^	139^	65^	818	388	430	314	504	247	257	238	266
					B	3.7	16	325	1406	71^	242	209	62^	160	174	95^	79^	111	63^	830	411	419	321	509	279	230	244	265
					C	3.7	16	325	1406	71^	242	209	62^	160	174	95^	79^	111	63^	830	411	419	321	509	279	230	244	265
NEW ARCHIES SAT	11.30A 182	30	NBC CA	8	A	4.1	15	363	1466	162^	351	304	93^	180	271	105^	166^	152^	119^	665	290	375	233	432	198	233	218	214
					B	4.8	17	422	1482	183	352	304	106	205	279	109	170	152	127	645	325	320	268	377	204	173	181	195
					C	4.8	17	422	1482	183	352	304	106	205	279	109	170	152	127	645	325	320	268	377	204	173	181	195
PEE WEE'S PLAYHOUSE SAT	10.00A CONT'D	30	CBS	7	A	6.2	22	549	1554	87^	271	237	48^	198	173	39^	134	131	42^	912	483	429	373	539	287	252	308	230
					B	5.9	22	523	1526	69	291	243	52^	237	142	62^	80	97	45^	856	466	391	357	500	270	229	286	213



# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH. AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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														15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S TOT. MALE		CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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											AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+) 18+	18- 49	25- 21+	54	TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 54	35- 64	55+	12- 17	12- 17	2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WEEKEND DAYTIME SPORTS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

SAT				6.44P	16	ABC	4	B	5.1	11	452	1484	198	525	243	507	231	764	109	246	415	731	381	428	305	352	362	303	104	69	91
				208	97	SC	4	C	5.1	11	452	1484	198	525	243	507	231	764	109	246	415	731	381	428	305	352	362	303	104	69	91
CBS COLLEGE FOOTBALL PRE								A	4.0	14	354	1369	129^	409	176^	401	169^	612	83^	224	388	581	356	407	304	355	297	173^	115^	54^	233
SAT				2.30P	8	CBS	7	B	3.4	11	298	1285	168	418	226	395	185	572	81^	236	338	551	318	363	257	302	223	188	127	77^	168
				208	99	SC	7	C	3.4	11	298	1285	168	418	226	395	185	572	81^	236	338	551	318	363	257	302	223	188	127	77^	168
CBS COLLEGE FOOTBALL GAME								A	4.8	15	425	1327	128^	354	186	348	191	779	93^	257	466	756	443	506	373	435	397	250	80^	53^	114^
SAT				2.38P	189	CBS	7	B	5.0	15	443	1394	143	425	202	408	188	760	77	245	411	735	386	448	334	396	358	287	122	90	87
				208	99	SE	7	C	5.0	15	443	1394	143	425	202	408	188	760	77	245	411	735	386	448	334	396	358	287	122	90	87
PITTSBURGH VS SYRACUSE								A	4.2	14	372	1330	118^	333	146^	333	159^	676	74^	262	438	664	426	467	364	405	317	197	105^	29^	216
2.30 - 3.00								A	4.3	14	381	1299	125^	310	143^	308	163^	721	70^	254	446	706	431	474	376	419	359	232	127^	70^	142^
3.00 - 3.30								A	4.9	15	434	1326	135^	341	167	331	175	755	98^	239	393	733	371	435	295	359	361	298	117^	96^	113^
3.30 - 4.00								A	4.3	13	381	1284	118^	363	191	344	166^	749	93^	248	425	729	405	464	332	390	372	266	58^	39^	114^
4.00 - 4.30								A	4.6	14	408	1361	126^	353	216	345	209	876	127^	276	531	844	500	579	404	483	469	266	32^	31^	101^
4.30 - 5.00								A	5.6	16	496	1368	137	384	209	384	225	846	92^	264	519	819	492	574	427	509	457	245	59^	45^	79^
5.00 - 5.30								A	5.8	15	514	1369	144	411	230	408	238	816	93^	266	521	787	491	554	427	489	429	233	71^	58^	72^
5.30 - 6.00								A	5.0	13	443	1338	136^	467	229	466	238	755	71^	217	426	726	397	446	355	404	385	280	49^	29^	67^
CBS COLLEGE FOOTBALL POST								B	3.6	10	322	1404	123^	451	186	451	202	793	89^	239	467	764	438	499	379	440	407	265	82^	60^	77^
SAT				5.47P	13	CBS	2	C	3.6	10	322	1404	123^	451	186	451	202	793	89^	239	467	764	438	499	379	440	407	265	82^	60^	77^
				208	99	SC	2																								
CBS NFL TODAY								A	5.7	17	505	1467	223	498	247	479	294	723	96^	252	466	677	420	479	370	429	366	198	112^	83^	134
SUN				12.30P	30	CBS	8	B	5.6	18	494	1394	186	454	247	442	249	749	97	308	496	721	469	522	400	452	328	200	78	64	113

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS		CHD
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS	ING WOM.	W O M E N				M E N												TOT. MALE	TOT.			
#STNS	CVG%	TYPE	T/C							(2+)	18+	18-	21+	25-	TOTAL	18-	18-	18-	21+	21-	25-	25-	35-	55+	12-	12-	2-				
OCT. 26 - NOV. 1, 1982																															
WEEKEND DAYTIME SPORTS CONT'D																															
CBS NFL TODAY-CONT'D																															
202 98 SC 8 C 5.6 18 494 1394 186 454 247 442 249 749 97 308 496 721 469 522 400 452 328 200 78 64 113																															
CBS NFL FOOTBALL GAME 1																															
SUN 1.00P 185 CBS 7 A 12.4 31 1099 1549 184 477 263 461 241 837 97 281 509 789 460 531 412 483 420 258 112 80 122																															
210 99 SE 7 B 13.0 34 1152 1570 204 497 281 482 259 865 98 325 542 831 508 579 444 515 406 253 98 73 110																															
VARIOUS TEAMS AND TIMES																															
1.00 - 1.30 A 10.9 29 966 1516 201 470 259 449 248 837 104 292 531 781 476 547 427 498 422 235 107 85 103																															
1.30 - 2.00 A 12.5 32 1108 1509 180 455 248 437 232 831 108 289 518 769 455 526 410 481 418 243 109 79 114																															
2.00 - 2.30 A 13.1 33 1161 1528 176 458 257 442 221 845 102 279 509 796 461 534 407 480 435 263 105 71 120																															
2.30 - 3.00 A 12.8 32 1134 1533 171 450 246 438 227 852 99 275 501 809 458 534 402 479 434 274 116 82 116																															
3.00 - 3.30 A 12.3 30 1090 1585 182 491 274 477 253 833 87 279 497 791 455 529 410 484 404 262 128 88 133																															
3.30 - 4.00 A 12.8 30 1134 1621 200 545 295 528 269 828 82 270 494 788 454 520 411 477 407 268 108 81 140																															
4.00 - 4.30 A 7.2 17 638 1655 186 536 286 497 271 828 62 248 481 798 450 511 418 479 442 287 123 89 168																															
CBS NFL FOOTBALL GAME 2																															
SUN 4.22P 175 CBS 4 A 11.7 24 1037 1563 187 489 215 474 214 843 58 260 481 810 448 516 423 490 420 295 109 73 122																															
197 76 SE 4 B 10.3 23 917 1603 221 522 258 508 274 862 65 273 507 839 484 563 441 521 439 275 114 86 106																															
C 10.3 23 917 1603 221 522 258 508 274 862 65 273 507 839 484 563 441 521 439 275 114 86 106																															
VARIOUS TEAMS AND TIMES																															
4.00 - 4.30 A 10.7 25 948 1629 187 487 241 476 262 865 53 246 500 840 475 553 448 526 462 287 150 114 126																															
4.30 - 5.00 A 10.7 25 948 1549 190 467 230 457 239 831 53 240 469 801 439 524 416 501 441 277 133 89 119																															
5.00 - 5.30 A 11.6 26 1028 1482 169 453 213 442 213 820 54 248 446 786 412 488 392 468 406 298 93 55 116																															
5.30 - 6.00 A 11.0 24 975 1529 177 464 203 446 205 839 63 275 466 797 424 493 404 472 402 304 112 74 114																															
6.00 - 6.30 A 11.5 22 1019 1617 173 489 208 464 203 883 67 289 528 842 486 543 461 518 440 298 103 75 141																															
6.30 - 7.00 A 12.5 23 1108 1608 201 502 205 484 198 856 59 275 509 829 482 539 451 508 414 290 109 72 141																															
7.00 - 7.30 A 14.7 25 1302 1536 204 565 217 556 215 792 51 221 438 773 420 476 387 444 400 297 89 63 90																															
NEW YORK CITY MARATHON(S)																															
SUN 10.30A 180 ABC 8 A 2.8 9 248 1308 206 593 310 591 312 549 47 169 345 543 340 386 298 343 240 158 35 12 132																															
183 95 SE																															
10.30 - 11.00 A 1.8 6 159 1219 102 584 314 584 297 538 40 127 381 523 366 397 341 372 291 126 44 6 53																															
11.00 - 11.30 A 2.3 8 204 1210 92 504 230 504 218 531 34 153 355 513 337 360 322 345 230 152 17 7 157																															
11.30 - 12.00 A 2.6 9 230 1293 148 541 279 537 244 563 53 190 372 563 372 421 319 368 252 142 34 21 155																															
12.00 - 12.30 A 2.8 9 248 1284 248 605 339 604 341 494 43 184 292 494 292 357 249 314 200 137 38 23 146																															
12.30 - 1.00 A 3.6 10 319 1330 265 621 348 621 360 526 57 184 331 526 331 375 274 318 196 152 37 12 145																															
1.00 - 1.30 A 3.8 10 337 1382 269 633 312 633 346 600 49 155 347 596 343 393 298 348 278 203 38 4 111																															
NFL LIVE																															
SUN 12.30P 30 NBC 8 A 4.6 14 408 1477 235 422 259 397 200 801 121 324 534 769 502 583 413 494 362 186 108 58 145																															
193 98 SC 8 B 4.0 13 351 1379 196 439 242 424 209 740 124 334 496 691 447 508 372 434 302 182 83 65 116																															
C 4.0 13 351 1379 196 439 242 424 209 740 124 334 496 691 447 508 372 434 302 182 83 65 116																															
NFL SINGLE																															
CONT'D																															
A 14.1 35 1249 1482 229 437 261 427 254 853 101 312 531 816 494 573 431 509 394 243 104 68 88																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

OCT. 26 - NOV. 1, 1987

PROGRAM NAME											K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		TEENS		CHD TOT. 2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS IN WOM.		W O M E N					M E N										TOT. 12- 17	MALE 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
												TOTAL	18- 49	25- 21+	54	TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 54	35- 64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+) 18+	W O M E N							M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.8	64.2	64.9	65.5	66.7	67.4	66.7	67.1	66.1	66.6	65.0	63.8	60.3	58.5	54.7	51.8

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

MACGYVER (PAE)				NFL MONDAY NIGHT FOOTBALL LA RAMS VS CLEVELAND/DENVER VS MINNESOTA (MULTI-SEGMENT)(PAE)								
11,960				14,440								
13.5	12.8 *			14.3 *	16.3	17.8 *	18.8 *	19.2 *	17.1 *			
21	20 *			23 *	31	27 *	29 *	31 *	30 *			
12.3	13.2	13.9		14.7	17.0	18.6	18.9	18.7	19.4	19.0	17.7	16.4

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FRANK'S PLACE		KATE & ALLIE		NEWHART		DESIGNING WOMEN (PAE)		← CAGNEY & LACEY →					
11,700		16,210		16,210		14,710		12,490					
13.2		18.3		18.3		16.6		14.1		14.8 *		13.4 *	
20		27		28		26		25		25 *		25 *	
13.3		13.2	17.5	19.0	18.1	18.4	16.6	16.6	14.9	14.7	13.8	13.0	

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

ALF		STORYTELLER FEARNOT		NBC MONDAY NIGHT MOVIES DEEP DARK SECRETS									
16,390		10,280		13,730									
18.5		11.6		15.5	14.5 *			15.8 *		16.0 *			15.8 *
28		17		25	22 *			25 *		27 *			30 *
17.8	19.2	12.1	11.0	13.8	15.2	15.8		15.9	15.9	16.1	16.2		15.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

15.3		14.7		12.4		12.7		11.7		11.1		9.2		7.1	
24		23		19		19		18		17		15		13	

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.4		3.4		2.8		3.2		2.9		2.6		1.5		1.2	
5		5		4		5		4		4		3		2	

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		3.0		3.3		3.2		2.7		2.5		1.5		1.1	
4		5		5		5		4		4		3		2	

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7		5.8		5.5		6.0		4.9		4.6		4.4		3.8	
7		9		8		9		7		7		7		7	

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		2.1		2.8		2.9		3.0		2.8		2.6		2.4	
4		3		4		4		5		4		4		5	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

## A-4 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.27, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.4	64.2	64.7	65.2	65.9	66.6	67.3	67.5	64.6	63.5	62.9	61.5	57.5	55.3	53.4	50.9

## ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (PAE)
21,000	22,770	17,100	13,200
23.7	25.7	19.3	20.2 *
36	38	31	32 *
22.3	25.1	21.1	19.3
		18.4	18.2
			15.8
			15.5
			14.3
			14.1

## CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

TOP FLIGHT	JAKE AND THE FATMAN (PAE)	LAW & HARRY MCGRAW
7,620	10,810	8,950
8.6	12.2	10.1
13	19	19
9.4	11.4	10.4
	12.3	12.4
	12.8	10.2
		10.1
		9.9

## NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

MATLOCK	J.J. STARBUCK	CRIME STORY
15,860	11,080	10,900
17.9	12.5	12.3
27	20	23
17.3	12.9	12.4
	12.6	12.2
	12.4	12.4
		12.4
		12.4
		11.9

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

16.0	14.5	11.9	11.3	12.8	12.7	11.0	9.0
25	22	18	17	20	20	20	17

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9	3.3	2.7	2.4	2.8	3.0	2.3	2.0
6	5	4	4	4	5	4	4

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4	2.8	2.9	2.8	3.3	2.9	2.0	2.0
4	4	4	4	5	5	4	4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7	5.5	4.8	4.8	5.3	5.7	5.3	5.0
7	8	7	7	8	9	9	10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0	3.0	2.9	3.0	4.2	4.0	4.0	3.5
5	5	4	4	7	6	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-6 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. OCT. 28, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	59.5	60.3	61.2	62.5	63.5	65.4	66.5	66.6	65.7	65.4	65.1	64.1	58.7	56.6	54.5	52.7

ABC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
11,700	11,780	10,900	8,770	12,230
13.2	13.3	12.3	9.9	13.8
20	20	19	15	25
12.8	13.6	12.3	9.8	14.2
				14.0
				13.5
				13.4

CBS TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

OLDEST ROOKIE	MAGNUM, P.I. (PAE)	EQUALIZER
6,910	9,570	11,870
7.8	10.8	13.4
12	17	24
7.8	9.8	11.2
		14.1
		13.7
		13.3
		12.7

NBC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	ST. ELSEWHERE
10,810	7,970	11,870
12.2	9.0	13.4
19	14	24
11.0	8.8	9.3
		13.0
		13.3
		13.7
		13.6

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

18.5	17.3	17.9	18.9	19.6	19.6	12.2	9.2
31	28	28	28	30	30	21	17

SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.8	3.0	3.8	4.2	4.6	4.7	2.4	1.6
6	5	6	6	7	7	4	3

PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.5	2.5	2.2	2.4	2.6	2.9	2.7
4	4	4	3	4	4	5	5

CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7	5.2	4.6	4.6	5.1	5.1	5.1	4.1
8	8	7	7	8	8	9	8

PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0	2.2	2.4	2.3	2.7	2.9	2.8	2.7
3	4	4	3	4	4	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. OCT. 29, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.7	60.1	61.2	62.8	64.8	66.9	66.2	65.9	65.5	65.8	65.4	65.2	63.0	61.8	60.2	57.4

**ABC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SLEDGE HAMMER	CHARMING	ABC THURSDAY NIGHT MOVIE TIGHTROPE (PAE)				
7,000	6,910	10,280	10.8 *	11.3 *	12.3 *	12.0 *
7.9	7.8	11.6	16 *	17 *	20 *	20 *
12	12	18	11.2	11.4	12.1	11.6
8.0	7.8	7.7	8.0	10.4	11.2	11.6

**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

TOUR OF DUTY			WISEGUY (PAE)			KNOTS LANDING	
9,570			9,480			13,110	
10.8	10.2 *	11.3 *	10.7	10.2 *	11.2 *	14.8	15.0 *
16	15 *	17 *	16	16 *	17 *	24	26 *
10.1	10.4	11.2	11.4	10.2	10.7	14.4	15.0

**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW	A DIFFERENT WORLD	CHEERS	NIGHT COURT	L.A. LAW		
27,730	24,540	23,740	22,150	18,610		
31.3	27.7	26.8	25.0	21.0	21.5 *	20.4 *
47	42	41	38	35	34 *	35 *
29.7	32.8	28.2	26.7	25.1	21.3	19.9

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

15.0	14.1	10.9	11.9	12.5	12.5	9.9	8.2
25	23	17	18	19	19	16	14

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.6	2.9	2.4	3.2	2.9	2.9	1.8	1.7
6	5	4	5	4	4	3	3

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3	3.1	3.4	3.6	2.9	3.0	2.0	1.8
4	5	5	5	4	5	3	3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.9	5.6	5.1	5.8	5.3	5.5	5.5	4.7
8	9	8	9	8	8	9	8

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.9	2.2	1.9	1.9	2.9	3.1	3.1	2.4
3	4	3	3	4	5	5	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-10 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.30, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.9	54.2	54.6	54.9	55.8	57.1	57.8	58.4	60.1	60.7	60.4	59.6	56.0	54.6	53.2	51.1

**ABC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FULL HOUSE	I MARRIED DORA	MR. BELVEDERE	PURSUIT OF HAPPINESS (PAE)	20/20 (PAE)
9,390	9,750	10,540	9,300	11,160
10.6	11.0	11.9	10.5	12.6
19	19	20	18	23
10.4	10.8	11.2	10.4	13.6
			10.5	13.2
				12.3
				11.3

**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BEAUTY & THE BEAST	DALLAS (PAE)	FALCON CREST
11,780	14,970	13,380
13.3	16.9	15.1
23	27	28
12.5	16.6	15.4
13.0	17.5	15.3
13.5	17.5	15.0
14.1	17.5	14.8
		14.9 *
		29 *

**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

DISNEY'S DIV MONSTER HITS	MIAMI VICE	HARRY ANDERSON'S SIDESHOW
9,480	12,320	9,040
10.7	13.9	10.2
19	23	19
10.3	14.0	10.1
10.4	14.4	10.4
11.0	14.3	9.9
11.1	14.3	
		10.2 *
		20 *

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.0	14.1	13.4	14.3	13.8	13.1	10.8	10.1
SHARE AUDIENCE %	26	26	24	25	23	22	20	19

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.3	2.8	2.7	3.0	3.0	2.9	2.6	1.7
SHARE AUDIENCE %	6	5	5	5	5	5	5	3

**PBS**

AVERAGE AUDIENCE	2.1	2.4	3.8	3.6	2.2	2.2	2.0	1.6
SHARE AUDIENCE %	4	4	7	6	4	4	4	3

**CABLE ORIG.**

AVERAGE AUDIENCE	4.7	4.5	5.3	5.8	4.9	4.7	4.3	4.3
SHARE AUDIENCE %	9	8	9	10	8	8	8	8

**PAY SERVICES**

AVERAGE AUDIENCE	1.6	1.5	2.6	2.7	3.1	3.1	3.7	3.7
SHARE AUDIENCE %	3	3	5	5	5	5	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.SAT. OCT.31, 1987

AUDIENCE ESTIMATES																		EVE. SAT. OCT. 31, 1987	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	
HUT	48.8	50.3	50.5	50.7	53.4	53.7	54.1	55.0	55.3	55.8	54.6	54.3	52.6	51.8	50.6	49.0	44.9	41.7	

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

ABC MOVIE SPEC. THE MIDNIGHT HOUR (R) (PAE)										HOTEL (PAE)	
5.580											
6.3	5.8	*		6.5	*			7.180			
12	11			12	*			8.1	7.7	*	8.6
6.0	5.7		6.2	6.8		6.5	6.5	16	15	*	17
							6.4	7.4	7.9	8.5	8.7

## CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

MY SISTER SAM		EVERYTHING'S RELATIVE		LEG WORK (PAE)				WEST 57TH						
5,760		4,960		4,610				6,650						
6.5		5.6		5.2	4.6	*		5.7	*	7.5	7.7	*	7.4	*
12		10		9	8	*		10	*	15	15	*	15	*
6.7	6.4	5.7	5.4	4.6	4.7	5.5		5.8	7.7	7.7	7.3	7.4		

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

[illegible]

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
--	------------------	------------------

AVERAGE AUDIENCE	13.6	14.2	12.3	12.6	11.8	12.4	11.1	9.3	8.8
SHARE AUDIENCE %	27	28	23	23	21	23	21	19	20

## SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

AVERAGE AUDIENCE	3.1	3.4	3.3	3.2	2.7	2.5	1.5	1.6	1.9
SHARE AUDIENCE %	6	7	6	6	5	5	3	3	4

**PBS**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE SHARE AUDIENCE %	2.6 5	2.7 5	3.0 6	3.5 6	2.3 4	2.3 4	2.1 4	1.8 4	2.1 5
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**CABLE ORIG.**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	6.8	7.2	7.8	7.5	7.0	7.1	7.2	5.9	3.6
SHARE AUDIENCE %	14	14	15	14	13	13	14	12	8

## PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST&lt;/</i>		

AVERAGE AUDIENCE	3.2	3.4	4.1	4.4	4.4	4.6	4.6	4.2	3.8
SHARE AUDIENCE %	6	7	8	8	8	8	9	8	9

U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page 8.

## A-14 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.31, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	36.0	33.4	29.9	27.6	24.8	22.9	21.2	19.7	17.2	15.3	13.4	12.1	11.2	10.6

## ABC TV

(1)

AVERAGE AUDIENCE { 1,950  
(Hhlds (000) & %)  
SHARE AUDIENCE % 2.2  
AVG. AUD. BY 1/4 HR % 7  
% 2.2

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← SATURDAY NIGHT (11:30-12:48)(PAE) → (PAE)

6,730  
7.6  
25  
8.8  
8.6 \*  
25 \*  
8.3  
7.3 \*  
25 \*  
7.1  
6.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE 8.1 6.5 5.7 5.3 4.3 3.6 3.2  
SHARE AUDIENCE % 23 23 24 26 26 28 29

## SUPERSTATIONS

AVERAGE AUDIENCE 1.6 1.6 1.5 1.4 0.9 0.8 0.7 ^  
SHARE AUDIENCE % 5 6 6 7 6 6 6 ^

## PBS

AVERAGE AUDIENCE 1.8 1.3 0.9 0.8 0.5 ^ 0.4 ^ 0.2 ^  
SHARE AUDIENCE % 5 5 4 4 3 ^ 3 ^ 2 ^

## CABLE ORIG.

AVERAGE AUDIENCE 3.2 2.9 2.5 2.3 2.0 1.7 1.3  
SHARE AUDIENCE % 9 10 11 11 12 13 12

## PAY SERVICES

AVERAGE AUDIENCE 4.1 3.6 2.5 2.5 2.7 1.9 1.7  
SHARE AUDIENCE % 12 13 11 12 17 15 16

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.



A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 1, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	61.2	63.1	64.2	66.0	67.7	68.0	67.8	68.4	68.0	67.0	66.1	65.1	61.6	60.4	59.0	56.4	49.4	41.9

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	← DISNEY SUNDAY MOVIE → THE RETURN OF THE SHAGGY DOG PII				← SPENSER: FOR HIRE →				← DOLLY (PAE) →				← BUCK JAMES (PAE) →				
{	9,480	10.1 *			9,040	9.3 *			11,160	12.6 *			8,330	9.4 *			
%	17	16 *			15	14 *			19	19 *			16	16 *			
%	9.6	10.5	11.4	11.2	9.1	9.4	10.9	11.2	12.4	12.7	12.9	12.6	9.8	9.3	9.3	9.4	9.4 *

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

(1)	← 60 MINUTES (7:18-8:18)(PAE) →				← MURDER, SHE WROTE (8:18-9:18)(PAE) →				← CBS SUNDAY MOVIE ECHOES IN THE DARKNESS PART 1 (9:18-11:18)(PAE) →				(2)				
	18,960				19,400				17,810								2,920
	21.4				21.9				20.1								3.3
	33				32				33								10
	14.9	18.7	20.0	21.6	24.6	21.2	20.9	21.1	24.1	21.4	20.4	20.3	20.2	19.5	19.5	20.0	3.3
																20.5	
															</		

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	← OUR HOUSE →				← FAMILY TIES →				← MY TWO DAD'S →				← NBC SUNDAY NIGHT MOVIE DANGEROUS AFFECTION →				
{	12,850				18,610				15,950								
%	14.5				21.0				18.0								
%	23				31				26								
%	12.4	13.4 *	15.2	15.9	19.5	22.5	17.4	14.9	15.9	16.4	16.3 *	16.2	16.7	16.9 *	17.0 *	17.3	16.7

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

14.6	13.9	11.5	12.2	10.2	10.2	9.1	7.7	5.0
24	21	17	18	15	16	15	13	11

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.8	3.6	3.6	4.0	3.1	3.1	2.9	2.4	1.1
6	6	5	6	5	5	5	4	2

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.9	2.0	3.1	4.2	2.4	2.5	1.7	1.2	1.3
3	3	5	6	4	4	3	2	3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.2	4.4	3.9	4.2	4.7	4.7	3.8	3.5	2.8
7	7	6	6	7	7	6	6	6

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.3	3.3	4.0	4.3	6.8	7.3	7.4	6.1	3.9
5	5	6	6	10	11	12	11	9

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)  
(2) CBS SUNDAY NEWS-OSGOOD, (PAE), CBS, (11:18-11:33)

For explanation of symbols, See page B.

A-18 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.1, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.4	28.6	23.9	21.0	18.7	16.6	14.6	13.4	12.1	11.4	9.7	8.5	7.5	6.8				

ABC TV

(1)  
 AVERAGE AUDIENCE { 1,770  
 (Hhds (000) & %) 2.0  
 SHARE AUDIENCE % 7  
 AVG. AUD. BY 1/4 HR % 2.0

CBS TV

(2) (3)  
 AVERAGE AUDIENCE {  
 (Hhds (000) & %) 350 ^  
 SHARE AUDIENCE % 0.4 ^  
 AVG. AUD. BY 1/4 HR % 4 ^  
 0.4 ^

NBC TV

(4) (PAE)  
 AVERAGE AUDIENCE { 1,770  
 (Hhds (000) & %) 2.0  
 SHARE AUDIENCE % 7  
 AVG. AUD. BY 1/4 HR % 2.0

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.1	4.3	3.4	2.5	2.0	1.4	1.1
SHARE AUDIENCE %	16	19	19	18	17	15	15

SUPERSTATIONS

AVERAGE AUDIENCE	1.1	1.1	1.0	0.7 ^	0.6 ^	0.4 ^	0.3 ^
SHARE AUDIENCE %	3	5	6	5 ^	5 ^	4 ^	4 ^

PBS

AVERAGE AUDIENCE	1.2	0.6 ^	0.3 ^	0.2 ^	0.2 ^	0.1 v	<<
SHARE AUDIENCE %	4	3 ^	2 ^	1 ^	2 ^	1 v	<<

CABLE ORIG.

AVERAGE AUDIENCE	2.5	1.8	1.6	1.3	1.3	1.2	0.9
SHARE AUDIENCE %	8	8	9	9	11	13	13

PAY SERVICES

AVERAGE AUDIENCE	3.3	3.0	2.6	2.1	1.9	1.7	1.6
SHARE AUDIENCE %	10	13	15	15	16	19	23

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)  
 (2) CBS SUNDAY NEWS-OSGOOD, CBS, (11:30-11:33)  
 (3) CBS NEWS NIGHTWATCH-1 (8), (PAE), CBS, (2:00-2:15)  
 (4) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

## A-20 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 26-30, 1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.3	10.5	13.3	16.4	19.5	21.7	21.9	22.0	22.0	22.1	21.8	21.4	21.6	22.0	21.8	21.8	21.2	21.5

## ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhids (000) & %)		1,400		2,340	4,240	4,180
SHARE AUDIENCE		1.6		2.6	4.8	4.7
AVG. AUD. BY 1/4 HR		15		16	21	22
		1.6		2.6	4.8	4.6

## CBS TV

		CBS MORNING NEWS- 6:30AM	CBS MORNING NEWS- 7:00AM	MORNING PROGRAM					\$25,000 PYRAMID
AVERAGE AUDIENCE (Hhids (000) & %)		1,170	2,130	2,110					3,150
SHARE AUDIENCE		1.3	2.4	2.4	2.2 *	2.3 *	2.6 *		3.6
AVG. AUD. BY 1/4 HR		11	12	11	10 *	11 *	12 *		17
		1.3	1.4	2.3	2.5	2.3	2.4	2.5	3.4

## NBC TV

		NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)		SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhids (000) & %)		1,980		4,220	3,880		2,460
SHARE AUDIENCE		2.2		4.8	4.4		2.8
AVG. AUD. BY 1/4 HR		20		21	20		13
		1.8	2.6	4.8	4.7	4.5	4.3

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.9	4.3	6.4	6.6	5.9	5.4	4.5	4.3	4.5
SHARE AUDIENCE %	20	29	31	30	27	25	21	20	21

## SUPERSTATIONS

AVERAGE AUDIENCE	0.6	1.4	1.8	1.7	1.5	1.6	1.2	1.1	1.2
SHARE AUDIENCE %	7	10	9	8	7	7	5	5	5

## PBS

AVERAGE AUDIENCE	0.1	0.2	0.4	0.7	0.9	1.1	1.4	1.2	1.0
SHARE AUDIENCE %	1	1	2	3	4	5	6	6	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.0	1.3	1.9	2.1	2.1	2.1	1.9	2.0	2.1
SHARE AUDIENCE %	11	9	9	10	10	10	9	9	10

## PAY SERVICES

AVERAGE AUDIENCE	0.8	0.9	1.0	1.2	1.2	1.2	1.2	1.0	1.1
SHARE AUDIENCE %	8	6	5	6	5	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)  
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.3	21.3	21.0	21.4	21.8	22.4	23.8	24.7	25.4	26.4	27.7	28.4	27.7	27.8	27.1	27.3	27.4	28.3

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? M-F	MR. BELVEDERE M-F	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (PAE)
2,920	2,220	2,450	3,530	6,680	6,690
3.3	2.5	2.8	4.0	7.5	7.6
16	11	11	15	27	27
3.2	3.4	2.6	2.9	7.5	7.3

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	YOUNG AND THE RESTLESS	BOLD AND THE BEAUTIFUL	AS THE WORLD TURNS (PAE)
2,910	4,610	5,690	6,560	4,340	5,440
3.3	5.2	6.4	7.1	4.9	6.1
15	25	29	29	18	22
3.2	4.9	6.3	7.4	4.9	6.0

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)
2,780	4,640	3,070	2,480	3,190	5,790	4,160
3.1	5.2	3.5	2.8	3.6	6.5	4.7
15	24	16	12	14	23	17
3.0	5.1	3.4	2.7	3.5	6.1	4.5

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.5	3.8	3.8	4.2	5.2	5.0	5.3	5.9	6.0
21	18	17	17	20	18	19	22	21

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2	1.2	1.2	1.3	1.6	1.3	1.4	1.5	1.5
6	6	5	6	6	5	5	5	6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8	0.5	0.4	0.5	0.5	0.6	0.6	0.5	0.6
4	2	2	2	2	2	2	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.1	2.2	2.1	2.2	2.4	2.5	2.8	2.7
10	10	10	8	8	8	9	10	10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.0	0.9	0.9	0.9	0.9	1.0	0.9	1.0	1.0
5	4	4	4	4	3	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



A-24 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 26-30, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	28.0	28.7	29.4	30.3	30.8	33.2	35.4	37.3	39.4	42.1	44.3	46.9	52.9	55.1	56.8	58.2		

**ABC TV**

AVERAGE AUDIENCE {  
 (Hhlds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

← GENERAL HOSPITAL →

ABC WORLD  
NEWS TONIGHT

6,980  
 7.9 7.7 \* 8.0 \*  
 27 27 \* 27 \*  
 7.7 7.7 8.0 8.0

10,050  
 11.3  
 20  
 11.0 11.6

**CBS TV**

AVERAGE AUDIENCE {  
 (Hhlds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

← GUIDING LIGHT (PAE) →

CBS EVENING  
NEWS-RATHER

5,120  
 5.8 5.7 \* 5.8 \*  
 20 20 \* 19 \*  
 5.7 5.7 5.8 5.8

11,000  
 12.4  
 22  
 12.3 12.5

**NBC TV**

AVERAGE AUDIENCE {  
 (Hhlds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

← SANTA BARBARA →

(PAE)

NBC NIGHTLY  
NEWS

4,220  
 4.8 4.5 \* 5.0 \*  
 16 16 \* 17 \*  
 4.5 4.6 5.0 5.0

9,830  
 11.1  
 20  
 11.1 11.2

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

6.5 6.9 7.7 9.1 10.8 11.3 14.1 15.9  
 23 23 24 25 26 25 26 28

**SUPERSTATIONS**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

1.9 1.8 1.9 2.3 2.4 2.3 2.8 3.4  
 7 6 6 6 6 5 5 6

**PBS**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

0.6 0.7 0.9 1.0 1.2 1.3 1.5 1.7  
 2 2 3 3 3 3 3 3

**CABLE ORIG.**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

3.0 3.4 3.6 4.0 4.1 4.6 4.3 4.9  
 11 11 11 11 10 10 8 9

**PAY SERVICES**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

1.2 1.1 1.1 1.1 1.4 1.4 1.7 1.9  
 4 4 4 3 3 3 3 3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	9.2	11.0	12.6	14.8	17.6	19.9	22.0	23.4	25.4	27.3	27.8	28.0	27.8	27.8	27.6	28.2	28.0	27.6

**ABC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CARE BEAR FAMILY	LITTLE CLOWNS-HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUPPIES	LITTLE WIZARDS	REAL GHOSTBUSTERS	FLINTSTONE KIDS
2,130	2,660	3,900	3,720	4,080	4,430	3,540
2.4	3.0	4.4	4.2	4.6	5.0	4.0
13	13	17	15	17	18	14
2.3	2.5	2.8	3.2	4.1	4.4	4.0

**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,390	3,990	4,250	4,520	5,490	3,990	3,460
2.7	4.5	4.8	5.1	6.2	4.5	3.9
14	19	18	18	22	16	14
2.5	2.9	4.3	4.6	5.1	5.1	3.9

**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF-SAT MORN (PAE)
3,720	4,870	5,670	5,940	4,780	4,340	4,780
4.2	5.5	6.4	6.7	5.4	4.9	5.4
22	24	24	24	19	18	19
3.6	4.7	5.1	5.8	6.1	6.6	6.8

**INDEPENDENTS (INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.8	4.0	4.8	5.4	5.3	5.6	6.1	7.3	7.2
28	29	26	24	20	20	22	26	26

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.9	1.2	1.7	2.0	1.4	1.3	1.6	2.2	2.1
9	9	9	9	5	5	6	8	8

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.1	0.3	0.6	0.7	1.0	1.1	0.7	1.0	1.2
1	2	3	3	4	4	3	4	4

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.2	2.7	2.6	2.9	3.6	4.1	4.1	4.2	4.4
22	20	14	13	14	15	15	15	16

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3	1.3	1.4	1.7	1.7	1.8	1.5	1.6	2.0
13	9	7	7	6	6	5	6	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.0	28.1	28.0	29.3	28.4	28.7	28.7	29.1	28.8	29.1	28.5	28.5	29.6	30.0	29.7	30.7	31.6	32.2

## ABC TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

BUGS BUNNY &  
TWEETY SHOWANIMAL CRACK-  
UPS

HEALTH SHOW

(1)

(2)

(3)

3,900  
4.4  
16  
4.2

2,840  
3.2  
11  
3.1

1,510  
1.7  
6  
1.7

1,150  
1.3  
4  
1.2

1.3

2,040  
2.3  
8  
2.4

5,050  
5.7  
15  
2.9

3.3

3.7 \*  
12 \*  
4.1

## CBS TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

TEEN WOLF

CBS STORYBREAK  
WITCH CAT

KIDD VIDEO

← CBS COLLEGE FOOTBALL GAME  
PITTSBURGH VS SYRACUSE  
(2:38-5:47)(PAE)

3,010  
3.4  
12  
3.3

3,190  
3.6  
13  
3.4

2,390  
2.7  
9  
2.7

2.8

4,250  
4.8  
15  
4.2

4.2 \*  
14 \*  
4.2

4.1  
4.5  
4.8

4.3 \*  
14 \*  
4.5

4.8

4.9 \*  
15 \*  
5.0

## NBC TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

NEW ARCHIES

FOOFUR  
(PAE)

I'M TELLING

← PBA FALL TOUR →

SPORTSWORLD-  
SAT  
(3:30-5:30)

3,630  
4.1  
15  
4.1

2,840  
3.2  
11  
3.3

1,950  
2.2  
8  
2.1

2.3

1,860  
2.1  
7  
1.6

1.7 \*  
6 \*  
1.8

2.1 \*  
7 \*  
2.2

2.3

2.5 \*  
8 \*  
2.7

2,920  
3.3  
10  
3.0

3.0 \*  
9 \*  
3.0

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

7.4  
26

7.1  
25

8.2  
29

8.8  
30

9.5  
33

9.7  
34

9.8  
33

9.5  
31

10.5  
33

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1  
8

2.0  
7

2.3  
8

2.2  
8

2.1  
7

1.9  
7

1.7  
6

1.6  
5

1.8  
6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3  
5

1.1  
4

1.3  
5

1.5  
5

1.5  
5

1.6  
6

1.9  
6

2.0  
7

1.6  
5

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.6  
16

5.0  
17

5.0  
17

5.4  
19

5.2  
18

4.7  
16

4.8  
16

5.1  
17

6.0  
19

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3  
8

2.9  
10

3.0  
10

2.8  
10

2.7  
9

2.5  
9

2.6  
9

3.1  
10

2.4  
8

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS(B), CAP'N R. MEETS DR. JEKYLL &amp; MR. HYDE, (PAE), ABC, (1:00-1:30), (R)

(2) ABC COLLEGE FOOTBALL-PRE, (PAE), ABC, (3:00-3:26)

(3) ABC COLLEGE FOOTBALL-GAME, UCLA VS AR ST/MICH ST VS OHIO ST, (PAE), ABC, (3:26-6:44)

For explanation of symbols, See page B.

A-30 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**
**DAY SAT. OCT. 31, 1987**

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	32.4	33.4	33.4	34.1	34.8	36.7	37.9	39.5	43.6	45.6	47.0	48.2

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ABC COLLEGE FOOTBALL-GAME  
UCLA VS AR ST/MICH ST VS OHIO ST  
(3:26-6:44)(PAE) (1)

		5.4	*		5.3	*		5.5	*		6.6	*		7.5	*	5,320	
		16	*		16	*		15	*		17	*		17	*	6.0	
																12	
	5.0	5.7	5.4	5.2	5.4	5.6	6.0	7.1	7.6	7.5	5.8	6.0					

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CBS COLLEGE FOOTBALL GAME  
PITTSBURGH VS SYRACUSE  
(2:38-5:47)(PAE) (2)

CBS SAT. NEWS-  
SCHIEFFER

		4.3	*		4.6	*		5.6	*		4,430			6,560			
		13	*		14	*		16	*		5.0			7.4			
											13			15			
	4.5	4.2	4.4	4.8	5.4	5.7	5.9	5.0					7.1	7.7			

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SPORTSWORLD-SAT  
(3:30-5:30)

NBC NIGHTLY  
NEWS-SAT.

		3.0	*		3.6	*		3.6	*		8,770			9.9			
		9	*		11	*		10	*		20			9.6			
	3.2	2.8	3.3	3.9	3.7	3.5									10.2		

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.9		11.1		11.9		13.7		13.5		14.2
33		33		33		35		30		30

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.2		2.3		2.7		3.4		3.6		3.8
7		7		8		9		8		8

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8		2.0		2.0		2.3		2.2		2.2
5		6		6		6		5		5

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.5		5.0		5.2		5.2		5.9		6.1
17		15		15		13		13		13

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4		2.6		2.2		2.1		2.3		2.7
7		8		6		5		5		6

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC COLLEGE FOOTBALL-POST,(PAE),ABC,(6:44-7:00)  
(2) CBS COLLEGE FOOTBALL POST,(PAE),CBS,(5:47-6:00)

For explanation of symbols, See page B.



A-32 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 1, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.9	9.1	10.4	11.7	13.8	16.1	18.2	19.7	22.0	23.0	24.6	26.0	26.4	27.7	27.6	28.3	28.5	28.8

## ABC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NEW YORK CITY MARATHON  
(10:30-1:30)

2,480  
2.8 1.8 \* 2.3 \*  
9 6 \* 8 \*  
1.8 1.9 2.3 2.3

## CBS TV

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY MORNING

FACE THE  
NATION

FOR OUR TIMES  
(SUS)

3,460  
3.9 3.3 \* 4.2 \*  
15 14 \* 16 \*  
3.1 3.5 4.2 4.1 4.1 4.2  
1,950  
2.2  
15 \* 8  
2.3 2.1

## NBC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,240  
1.4 1.2 \* 1.3 \*  
7 7 \* 7 \*  
1.2 1.2 1.3 1.3 1.5 1.6 1.8 1.8  
1,590  
1.8  
7  
1.8

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.7 3.9 5.7 7.1 7.3 8.6 9.0 9.6 10.0  
32 35 38 38 32 34 33 34 35

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.4 1.0 1.9 2.2 1.9 2.4 2.4 2.4 2.8  
5 9 13 12 8 9 9 9 10

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.2 0.5 0.8 1.4 1.8 1.7 1.6 1.4 1.6  
2 5 5 7 8 7 6 5 6

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3 2.0 3.1 4.0 4.7 5.4 5.8 5.8 5.3  
15 18 21 21 21 21 21 21 19

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7 1.9 1.8 2.0 2.4 2.7 3.0 3.3 3.1  
20 17 12 11 11 11 11 12 11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.8	29.1	29.8	31.4	33.1	34.8	36.4	37.7	38.4	39.3	39.5	39.6	39.2	40.0	40.5	41.0	41.7	42.4

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NEW YORK CITY MARATHON  
(10:30-1:30)THIS WEEK  
DAVID BRINKLEY(B)

BUSINESS WORLD

		2.6 *		2.8 *		3.6 *		3.8 *	1,330	1.5	1.7 *		1.4 *	0.7 *				
		9 *		9 *		10 *		10 *	4	4 *			3 *	2 *				
	2.6	2.6	2.7	3.0	3.2	3.9	4.0	3.5	1.7	1.6	1.5	1.3	0.8	0.6 *				

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

				5,050		10,990		10.9 *		12.5 *		13.1 *		12.8 *		12.3 *		12.8 *
				5.7		12.4		29 *		32 *		33 *		32 *		30 *		30 *
				17		31		11.4	12.3	12.9	12.6	13.2	12.9	12.6	12.7	11.9	12.6	11.9
				5.2	6.2	10.8												

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NFL LIVE

NFL SINGLE  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

				4,080		12,490		10.1 *		13.0 *		13.8 *		14.0 *		15.5 *		17.0 *
				4.6		14.1		27 *		34 *		35 *		35 *		38 *		40 *
				14		35		11.2	12.6	13.3	13.9	13.7	13.1	14.5	15.4	15.9	16.6	17.2
				4.1	5.0	9.0												

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	10.1		10.6		12.2		10.4		9.8		10.6		10.7		10.6		11.2
	35		35		36		28		25		27		27		26		27

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	2.8		3.0		3.6		2.7		2.3		2.5		2.5		2.7		2.7
	10		10		11		7		6		6		6		7		6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	1.4		1.0		1.0		0.9		0.9		0.9		0.8		0.7 *		0.9
	5		3		3		2		2		2		2		2 *		2

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	5.7		5.9		4.7		4.1		4.1		3.8		4.2		4.3		4.2
	20		19		14		11		11		10		11		11		10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	3.2		3.1		2.8		2.1		1.9		1.7		1.6		1.5		1.5
	11		10		8		6		5		4		4		4		4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-36 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.1, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	42.8	43.0	42.6	42.8	43.3	44.8	45.7	46.8	49.9	52.6	54.3	56.3						

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	1,510																	
%	1.7	1.2 *		1.6 *		1.9 *		2.0 *										
%	4	3 *		4 *		4 *		4 *										
%	1.1	1.3	1.5	1.7	1.9	1.9	2.0	2.0										

NISSAN INDY CHALLENGE

ABC WORLD NEWS  
TONIGHT-SUN  
(PAE)

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	10,370																	
%	11.7			10.7 *		11.6 *		11.0 *		11.5 *		12.5 *						
%	24			25 *		26 *		24 *		22 *		23 *						
%	7.1	10.7	10.5	10.8	11.5	11.8	11.0	10.9	11.2	11.6	12.2	13.0						

(1)

CBS NFL FOOTBALL GAME 2  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{																		
%		15.4 *																
%		36 *																
%	15.3																	

(2)

NBC NIGHTLY  
NEWS-SUN

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	11.5		12.5		12.2		12.8		12.6		13.6	
	27		29		28		28		25		25	

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	2.6		3.2		3.1		3.0		3.1		3.4	
	6		7		7		6		6		6	

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	1.3		1.5		1.6		1.9		1.9		1.8	
	3		4		4		4		4		3	

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	4.9		5.3		5.0		5.5		4.7		5.2	
	11		12		11		12		9		9	

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	1.8		2.0		2.4		2.6		3.3		3.5	
	4		5		5		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)  
(2) NFL SINGLE, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.